

EC'd Yes Last Received: 08/26/2012 7:59 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () PRIORITIES USA ACTI
Product PRIORITIES USA
Estimate# 1563
Buyer CASEY BESSETTE
Phone#
Fax#

Agency () MUNDY KATOWITZ MEDIA INC
1322 G. STREET SE
WASHINGTON, DC 20003
Agency C/P1/P2/E 321/340/1563
Flight Dates 10/02/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$21,650
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	10/04-10/04	1	1	1	\$700.00	
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/08-10/08	1	1	1	\$700.00	
	3	W	6A-7A	AM NEWS	:30	\$2,000.00	10/03-10/03	1	1	1	\$2,000.00	
	4	F	6A-7A	AM NEWS	:30	\$2,000.00	10/05-10/05	1	1	1	\$2,000.00	
	5	TU	7A-9A	TODAY SHOW	:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
	6	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	10/04-10/04	1	1	1	\$2,000.00	
	7	TU	9A-10A	TODAY SHOW 2	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	8	F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/05-10/05	1	1	1	\$500.00	
	9	W	10A-11A	TODAY SHOW 3	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	
	10	TU	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/02-10/02	1	1	1	\$200.00	
	11	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	

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	12	W	12P-1P	NOON NEWS	:30	\$300.00	10/03-10/03	1	1	1	\$300.00	
	13	F	12P-1P	NOON NEWS	:30	\$300.00	10/05-10/05	1	1	1	\$300.00	
	14	TH	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	10/04-10/04	1	1	1	\$350.00	
	15	W	2P-3P	THE DOCTORS	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	16	F	4P-5P	ANDERSON COOPER	:30	\$450.00	10/05-10/05	1	1	1	\$450.00	
	17	M	4P-5P	ANDERSON COOPER	:30	\$450.00	10/08-10/08	1	1	1	\$450.00	
	18	M	6P-630P	6PM NEWS	:30	\$1,800.00	10/08-10/08	1	1	1	\$1,800.00	
	19	TU	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/02-10/02	1	1	1	\$1,500.00	
	20	TU	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/02-10/02	1	1	1	\$500.00	
	21	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	22	W	1235A-135A	JIMMY FALLON	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
	23	F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/05-10/05	1	1	1	\$150.00	
	24	W	430A-459A	EARLY TODAY	:30	\$200.00	10/03-10/03	1	1	1	\$200.00	
	25	M	430A-459A	EARLY TODAY	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	26	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	

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Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson () ANJIE BRADY
Estimate# 1563 Agency C/P1/P2/E 321/340/1563
Buyer CASEY BESSETTE Flight Dates 10/02/2012 - 10/08/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

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	27	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
	28	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	29	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	10/06-10/06	1	1	1	\$300.00	
	30	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	10/07-10/07	1	1	1	\$800.00	
	31	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	

---REPORT TOTALS---

Report Totals: 31 / \$21,650.00

---SALES MONTHLY TOTALS---

Oct 12: 31 / \$21,650.00
Sales Totals: 31 / \$21,650.00
Station Totals: 31 / \$21,650.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$65,606	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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